



LRCA Defense Consulting is a non-profit organization dedicated to producing and disseminating news and analysis about Defense Companies. We are not journalists, nor is this a journalistic blog.

 To look for

October 29, 2024

## Embraer uses the C-390 to open markets

*The C-390 has other important campaigns, notably in Saudi Arabia. India, however, will be the big winner. Besides China, India seems to have an insatiable demand for commercial aircraft. This is the market everyone wants to be in.*



\* *AirInsight*, by Addison Schonland - 10/29/2024

Last week, the Czech Ministry of Defence (MoD) signed a contract to acquire two Embraer C-390 Millennium multi-role transport aircraft.

These two NATO-standard aircraft will modernise and enhance the operational capabilities of the Czech Air Force. They can perform a variety of missions, including tactical transport of troops, vehicles and equipment, medical evacuation, firefighting, disaster management, humanitarian support and air-to-air refuelling.

This deal followed orders from several other NATO countries. The announcement uses interesting language: "This acquisition will benefit both the Czech Air Force and the local aerospace industry." This is a key item. Offsets are standard in deals, but most definitely in defence deals. Brazil has obtained offsets for its purchase of the SAAB Gripen, for example.

Embraer is using the C-390 as an effective door opener in India. With NATO members buying the C-390, India's confidence in the aircraft is growing.

India is becoming a very desirable market for Western aerospace companies. Airbus is also making progress on this issue, pioneering the path that Embraer is taking. This type of deal works. India has its "Make in India" policy and companies are open to it.

The C-390 is a more complex aircraft than the C-295. Therefore, it offers more advantages to India. While the Airbus deal is with Tata, the Embraer deal will be with Mahindra. Having two Indian companies involved in these deals magnifies the benefits: more jobs, skills and IP.

Having a FAL (Final Assembly Line) in India will be a significant next step for Embraer as it will allow it to develop its supply chain, particularly in aerostructures, machining, composites and software development. Then there is a longer-term ambition that we have not heard about yet.

Embraer's ambition is to follow another path pioneered by Airbus: FALs in key markets to offset currency and cost risks. Embraer has taken a small step with its FAL business jet in Florida. And where better than India for its first commercial aircraft FAL outside of Brazil? We've weighed in on this before.

As Embraer continues to recover from its failed Boeing deal, we see deliberate steps being taken to offset risk and continue to grow. The company is using its C-390 as an effective door-opener in key markets. First, it is using it in NATO to prove the aircraft's capabilities and establish credibility. The C-390 has other important campaigns, most notably in Saudi Arabia. India, however, will be the big winner. Apart from China, India seems to have an insatiable demand for commercial aircraft. This is the market everyone wants to be in.

Por LRCA Defense Consulting às [outubro 29, 2024](#)



Marcadores: [Arábia Saudita](#), [C-390 Millennium](#), [India](#), [República Tcheca](#)

## Nenhum comentário:

## Postar um comentário

Seu comentário será submetido ao Administrador. Não serão publicados comentários ofensivos ou que visem desabonar a imagem das empresas (críticas destrutivas).

Para deixar um comentário, clique no botão abaixo e faça login com o Google.

FAZER LOGIN COM O GOOGLE

[Postagem mais recente](#)

[Página inicial](#)

[Postagem mais antiga](#)

Assinar: [Postar comentários \(Atom\)](#)

### Postagem em destaque

### Total de visualizações de página



3,102,815

### Postagens mais visitadas



[Grupo de atiradores e lojistas divulga carta sobre as sugestões da ANIAM referentes à regulamentação do Setor de Armas e Munições](#)



[Taurus lança primeira arma do mundo com grafeno e marca início da 3ª geração de pistolas](#)

### Arquivo do blog

[novembro \(63\)](#)  
[outubro \(84\)](#)  
[setembro \(70\)](#)  
[agosto \(55\)](#)  
[julho \(76\)](#)  
[junho \(77\)](#)  
[maio \(48\)](#)  
[abril \(73\)](#)  
[março \(88\)](#)  
[fevereiro \(81\)](#)  
[janeiro \(69\)](#)  
[dezembro \(59\)](#)  
[novembro \(88\)](#)  
[outubro \(102\)](#)



A tragédia de ser militar aposentado na Venezuela: pensões miseráveis, negação de direitos e proibição de entrar no quartel

- [setembro \(84\)](#)
- [agosto \(78\)](#)
- [julho \(80\)](#)
- [junho \(98\)](#)
- [maio \(89\)](#)
- [abril \(69\)](#)
- [março \(73\)](#)
- [fevereiro \(63\)](#)
- [janeiro \(63\)](#)
- [dezembro \(50\)](#)
- [novembro \(58\)](#)
- [outubro \(60\)](#)
- [setembro \(58\)](#)
- [agosto \(62\)](#)
- [julho \(88\)](#)
- [junho \(74\)](#)
- [maio \(70\)](#)
- [abril \(62\)](#)
- [março \(82\)](#)
- [fevereiro \(55\)](#)
- [janeiro \(53\)](#)
- [dezembro \(80\)](#)
- [novembro \(76\)](#)
- [outubro \(97\)](#)
- [setembro \(81\)](#)
- [agosto \(74\)](#)
- [julho \(82\)](#)
- [junho \(85\)](#)
- [maio \(75\)](#)
- [abril \(68\)](#)
- [março \(78\)](#)
- [February \(60\)](#)
- [January \(40\)](#)
- [December \(67\)](#)
- [November \(61\)](#)
- [October \(72\)](#)
- [September \(84\)](#)
- [August \(57\)](#)
- [July \(70\)](#)
- [June \(80\)](#)
- [May \(39\)](#)
- [April \(35\)](#)
- [March \(46\)](#)
- [February \(29\)](#)
- [January \(49\)](#)
- [December \(24\)](#)
- [November \(27\)](#)
- [October \(27\)](#)
- [September \(20\)](#)
- [August \(30\)](#)
- [July \(7\)](#)

**About LRCA Defense Consulting**



**LRCA Defense Consulting**

Porto Alegre, RS, Brazil

LRCA Defense Consulting is a non-profit company focused on analysis and special news about companies in the Brazilian Defense Sector, such as Avibras, Agrale, CBC, Imbel, Taurus, WEG, etc.

[View my full profile](#)

Blogger Technology .